

## CLAIMS

1. A method of communication between at least a calling-from-party and a calling-to-party, the method comprising:

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transmitting a uniform resource locator to the calling-from-party in response to an initiation signal from the calling-from-party; and

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establishing a voice link to the calling-to-party in response to the initiation signal from the calling-from-party.

2. The method of Claim 1, comprising:

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bridging the initiation signal from the calling-from-party with the established voice link to the calling-to-party.

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3. The method of Claim 2, wherein the uniform resource locator identifies a location for a multimedia content.

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4. The method of Claim 3, wherein the step of transmitting a uniform resource locator comprises:

establishing a first data session for downloading the multimedia content.

5. The method of Claim 3, wherein the step of transmitting a uniform resource locator comprises:

5 determining if the calling-to-party is a service subscriber.

6. The method of Claim 5, wherein the step of determining if the calling-to-party is a service subscriber comprises:

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looking up the calling-to-party in a database of service subscribers.

7. The method of Claim 6, wherein the step of transmitting a uniform resource locator comprises:

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selecting the uniform resource locator if the calling-to-party is at least one of the service subscribers in the database.

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8. The method of Claim 4, wherein the step of transmitting a uniform resource locator comprises:

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establishing a second data session for transmitting the uniform resource locator to the calling-from-party;

terminating the established second data session in response to the step of establishing a voice link to the calling-to-party; and

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terminating the established first data session after the step of terminating the established second data session.

9. A method of communication with a calling-to-party, the method comprising:

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receiving a uniform resource locator associated with the calling-to-party in response to an initiation signal from a calling-from party; and

10 establishing a first data session in response to the received uniform resource locator.

10. The method of Claim 9, wherein the step of receiving a uniform resource locator comprises:

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establishing a second data session for receiving the uniform resource locator.

20 11. The method of Claim 10, wherein the uniform resource locator identifies a location for multimedia content to be received over the second data session.

25 12. The method of Claim 11, wherein the multimedia content is received over the second data session if the calling-to-party is a service subscriber.

13. The method of Claim 12, comprising:

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bridging the initiation signal from the calling-from party into a voice link from the calling-from-party to the calling-to-party.

14. The method of Claim 13, comprising:

5 terminating the established second data session prior to the step of bridging the initiation signal; and

terminating the established first data session after the step of terminating the established second data session.

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15. A method of communication with a calling-from-party, the method comprising:

15 selecting multimedia content associated with a calling-to-party to be forwarded to the calling-from-party in response to identifying the calling-to-party;

establishing a voice link from the calling-from-party to the calling-to-  
20 party in response to the identifying the calling-to-party.

16. The method of Claim 15, wherein the multimedia content is selected if the calling-to-party is a service subscriber.

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17. A method of communication between at least a calling-from-party and a calling-to-party, the method comprising:

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receiving an initiation signal from the calling-from-party identifying the calling-to-party;

transmitting multimedia content to the calling-from-party, the multimedia content selected in response to the identifying of the calling-to-party; and

establishing a voice link to the calling-to-party in response to the initiation signal from the calling-from-party.

**18.** The method of Claim 17, comprising:

bridging the initiation signal from the calling-from-party with the established voice link to the calling-to-party.

**19.** The method of Claim 17, wherein a uniform resource locator identifies a location for the selected multimedia content to be received from, and the step of transmitting multimedia content comprises:

transmitting a uniform resource locator; and

establishing a first data session for the transmission of the multimedia content.

**20.** The method of Claim 19, wherein the step of transmitting a uniform resource locator comprises:

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determining if the calling-to-party is a service subscriber.

21. The method of Claim 20, wherein the step of determining if the calling-  
5 to-party is a service subscriber comprises:

looking up the calling-to-party in a database of service subscribers.

10 22. The method of Claim 21, wherein the step of transmitting a uniform  
resource locator comprises:

selecting the uniform resource locator if the calling-to-party is at least  
one of the service subscribers in the database.

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23. The method of Claim 19, wherein the step of transmitting a uniform  
resource locator comprises:

20 establishing a second data session for transmitting the uniform  
resource locator to the calling-from-party;

terminating the established second data session in response to the step  
of establishing a voice link; and

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terminating the established first data session after the step of  
terminating the established second data session.

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**24.** A method of communication between at least a calling-from-party and a calling-to-party, comprising:

5 receiving an initiation signal from the calling-from-party identifying the calling-to-party;

transmitting a uniform resource locator to the calling-from-party, the uniform resource locator selected in response to the identifying the calling-to-party;

10 transmitting multimedia content in response to the uniform resource locator;

15 establishing a voice link to the calling party in response to the initiation signal; and

bridging the initiation signal from the calling-from-party with the established voice link to the calling-to-party.

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